

## The Marketing Fund: Guidelines & Application Form

The Marketing Fund, coordinated by the Winnipeg Film Group and funded by Manitoba Film & Music, is designed to assist filmmakers in the marketing and promotion of their films. The marketing of a film is a very important component of filmmaking, and a well constructed promotional campaign may help in the overall success of the film. Filmmakers can apply for financial assistance to create marketing materials such as preview DVDs, postcards, web design, ads, as well as film and video screening copies.

If your film is completed or near completion, you are eligible to compete for a portion of the grant. The Marketing Fund has two deadlines annually, in spring and fall.

<b>FALL Deadline: October 19, 2011 - 4PM</b>	<b>Results given by: December 19, 2011</b>
<b>SPRING Deadline: April 11, 2012 - 4PM</b>	<b>Results given by: June 11, 2012</b>

**Send Completed Applications to:**

Winnipeg Film Group, Marketing Fund  
304 – 100 Arthur Street  
Winnipeg, MB R3B 1H3

**For Further Information contact:**

Monica Lowe, Distribution Services Manager  
monica@winnipegfilmgroup.com  
(204) 925-3456 ext 103

<b>Applicant (Filmmaker):</b>	
<b>Address:</b>	
<b>Postal Code:</b>	<b>Daytime Phone:</b>
<b>*Email:</b>	
<b>Film Title:</b>	
<b>Length:</b>	<b>Genre:</b>
<b>Fund Request (up to a maximum of \$750):</b>	

*\*In an effort to cut down on paper the results of this fund will be sent via e-mail. If you would prefer to receive correspondence through regular mail as well please check here. [ ]*

**ENCLOSED MATERIALS CHECKLIST - TO BE SUBMITTED IN MULTIPLES OF 4:**

- [ ] Application Form
- [ ] Film Synopsis (150 words maximum)
- [ ] Marketing Plan (one page maximum)
- [ ] Marketing Budget (Projected revenues & expenses with vendor quotes if applicable)
- [ ] Biography and Filmography of Applicant
- [ ] Preview DVD (one only) – screen portion from \_\_\_\_\_ to \_\_\_\_\_

*(Please note: Due to time limitations the jury is unable to preview features or films longer than 10 minutes. If your film is over 10 minutes please provide us the time code of a 10 minute portion of your film you wish the jury to view.)*

## SUBMISSION CRITERIA

- Applicants must be the director of the project, and must maintain full artistic control of the project. Producers are not eligible to apply.
- The applicant must be a Basic User member of the Winnipeg Film Group in good standing.
- The applicant must be a resident of Manitoba. (*proof of residency may be required*)
- The submitted film **must be** completed within three months of the Marketing Fund deadline.
- Projects may only receive one Marketing Fund.
- Applicants may only submit one project per deadline.

## ELIGIBLE COSTS

- DVD dubs for festival entries or for sale
- video or film prints for screenings
- festival entry fees
- postage for festival entries
- advertising material and/or design
- web hosting and/or design
- travel grants to conferences & market events
- other relevant marketing materials

## INELIGIBLE COSTS

- marketing expenses incurred before deadline
- expendables (pens, paper, gas, etc)

## NOTES ON APPLICATIONS

- Applicants must submit **four** copies of the **entire** application package, excluding DVDs. (paperclips only, no staples please!)
- A Marketing Plan is a short narrative on **what, why and how** the applicant plans to market and distribute their film using the Fund.
- Please explain your budget and provide quotes if possible. Be as specific as possible.

## THE MARKETING FUND JURY

- A three member jury will be selected and chaired by the Distribution Services Manager.
- At least one juror will be a WFG member.
- For each submission the jury will either:
  1. award the full requested amount, up to \$750,
  2. award a portion of the requested amount,
  3. turn down the request.

## CRITERIA FOR DECISIONS

1. **ARTISTIC** - Does the project have artistic merit?
2. **FOCUS** - Is the promotion plan focused?
3. **EFFECTIVENESS** - Will the project reach the target markets as proposed?
4. **RELEVANCY** - Are the proposed marketing materials relevant to the project, era, etc?
5. **PRACTICALITY** - Can the filmmaker complete this project as proposed?

## NOTIFICATION & DISPERSAL OF FUNDS

- All applicants will receive written and/or email notice of the jury's decision within **two months** of the application deadline.
- Recipients may claim their award by providing copies of **paid** invoices or receipts for the applicable services to the Distribution Services Manager. The filmmaker will be responsible for paying for the goods and/or services first.
- Recipients will only receive funds for costs outlined in their application. Any substantial budget changes to the applicant's original application must be discussed with the Distribution Services Manager for approval.
- The fund pays out invoice totals minus GST.
- The fund is active for 12 months from date of acknowledgment.

## OBLIGATIONS OF THE SUCCESSFUL APPLICANT

- The recipient must include Manitoba Film & Music and the Winnipeg Film Group (words or logo) on any promotional material created through The Marketing Fund.
- The recipient will provide copies of all marketing and promotional materials produced through the Fund to the Distribution Department of the Winnipeg Film Group.
- The recipient **must** use the funds provided through the Marketing Fund within 12 months of award notification.
- A short final report detailing how the award was used must be submitted within 12 months of award notification.